

pure abundance™ volumizing clay conditioner

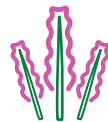


Daily conditioner for fine or limp hair that builds body and volume, helping hair look volumized and feel more abundant



functional botanicals

- Babassu-derived conditioner helps detangle and soften hair
- Kaolin clay bulks hair strands and creates body



pure-fume™ aroma

An uplifting aroma featuring jasmine, certified organic peppermint, palmarosa and ylang ylang oils



texture/form

Lotion



packaging

6.5 fl oz/200 ml tube



usage and application

After using Pure Abundance™ Volumizing Shampoo, smooth conditioner from roots to ends. Rinse.

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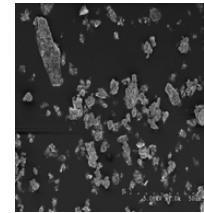
Q & A

Q: How do Pure Abundance™ Volumizing Shampoo and Volumizing Clay Conditioner work to add volume to fine hair, and what are the key ingredients?

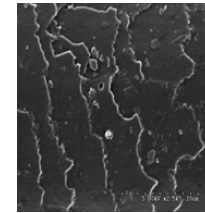
A: The diameter of an individual hair strand can range from very thin (fewer than 50 microns) to very thick (more than 100 microns). Fine hair is more flexible than coarse hair, which can contribute to a lack of volume. Fine-haired guests who want to add volume need to maximize the diameter of their hair strands by using shampoos and conditioners that will support long-lasting volume without weighing hair down. Pure Abundance™ Volumizing Shampoo and Volumizing Clay Conditioner work synergistically to swell the hair shaft while depositing film-forming, certified organic acacia gum and bulking kaolin clay on the hair, creating a volumized look and feel. Abundance™ Volumizing Shampoo and Volumizing Clay Conditioner also have other organic holding and bulking agents, including calendula, honey and marshmallow root.

Q: How does the kaolin clay work in this product?

A: Kaolin clay functions differently in different beauty products. In skin care products, it is often used to absorb oil; in makeup products, it is often used as a flow agent. Aveda scientists have found a new use for kaolin clay in hair care products as a bulking agent that delivers long-lasting volume with a soft feel. The kaolin clay in Pure Abundance™ Volumizing Clay Conditioner is a lightweight powder that deposits large particles on the hair strand, providing weightless volume with a soft feel.



Kaolin clay



Hair shaft with kaolin clay

Q: Will the kaolin clay build up on my hair?

A: The kaolin clay deposited on hair from the conditioner does not build up; it is removed with subsequent shampooing.